

American Thyroid Association

Strategic Plan 2012

Mission

The ATA is the leading organization devoted to thyroid biology and to the prevention and treatment of thyroid disease through excellence in research, clinical care, education, and public health.

Values

The ATA's values are:

- scientific inquiry
- clinical excellence
- public service
- patient advocacy
- education
- worldwide collaboration and collegiality
- ethical conduct

Strategic Focus Areas

I. Constituencies and Member Benefits

ATA has a narrow focus but reaches across the continuum from basic research to clinical practice and surgery. ATA wants to serve its constituencies in a dynamic way, through increasing member participation and individualization of interactions and personalization of benefits.

Challenge 1: Improve knowledge of members' interests

Challenge 2: Strengthen appeal to basic scientists

Challenge 3: Nurture young scientists

II. Publications and Guidelines

ATA's official journal, THYROID, has increased its impact factor dramatically in the last year. ATA's well-distributed online publication summarizing and providing commentary on latest thyroid research articles, Clinical Thyroidology, reaches a wide audience of physicians. Highly regarded ATA Guidelines are published in THYROID and generate much interest but scant revenue. ATA wants to have the authority to manage the business and technology aspects of its core publications, but does not own its official journal. Publishing technology is driving major changes in the delivery and utilization of publications. ATA must prioritize the needs and benefits to members in the light of advanced technologies.

Challenge 1: Generate increased revenues from publications

Challenge 2: Develop strategies and tactics for expanding journals

Challenge 3: Optimizing use of publishing technology

Challenge 4: Maximizing impact of ATA Guidelines

III. Meetings

ATA's Annual Meeting is well-received, has good industry support, and attracts participants from the spectrum of ATA constituencies – and is the principal source of revenue for the Association. ATA wants to ensure that the Annual Meeting continues to grow and prosper, serving all constituencies. Basic scientists appear to be drawn to their specialty meetings in significant numbers as the ATA seems to be losing their affiliation. The Spring Meeting and Webinars serve specific and more limited audiences providing thyroid awareness and opportunities for significant collaborations.

Challenge 1: Meeting registration fee scale needs review and adjustment

Challenge 2: Accomplishing the right balance between clinical and basic science

Challenge 3: Program chairs seek greater administrative support

Challenge 4: Additional meetings and collaborations require feasibility review

IV. Communications and Technology

ATA needs to deploy a wider range of technology across its programs. Delivering state-of-the-art technology will require a mix of strategies, including providing staff with educational opportunities, using external consultants, and working with informed members.

Challenge 1: Launch social media and apps to enhance online experience

Challenge 2: Professional development for staff

Challenge 3: Fundraising and development

Challenge 4: Search Engine Optimization (SEO), Web analytics